AMENDMENTS TO THE CLAIMS

Please make the following amendments to the claims:

1.   (Cancelled)

2.   (Previously Presented) The computer-readable medium of claim 35, the program further comprising generating a marketing recommendation based at least in part on the generated assessment.

3.   (Previously Presented) The computer-readable medium of claim 2, wherein the marketing recommendation is an absolute recommendation based at least in part on a predetermined threshold.

4.   (Currently Amended) The computer-readable medium of claim 2, wherein the marketing recommendation is a relative recommendation based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of ~~licensing rights of~~ other intellectual property rights assets.

5-9.   (Cancelled)

10.   (Previously Presented) The computer-readable medium of claim 35, wherein the criterion is selected from the group consisting of a marketing viability criterion, a potential customer criterion, a competitive criterion, a market potential criterion, a development criterion, an ownership criterion, a patent status criterion, an interested customer criterion, a deal complexity criterion, a time to closing criterion, a competitive advantage criterion, a future deals criterion, a customer relationship criterion, an internal political criterion, and a public relations criterion.

11.   (Currently Amended) A method for determining whether to market ~~licensing rights for~~ an intellectual property rights asset, the method comprising:

receiving intellectual property <u>rights</u> asset protection data, wherein the intellectual
property <u>rights</u> asset protection data includes protection data
corresponding to a plurality of intellectual property <u>rights</u> assets, wherein
each intellectual property <u>rights</u> asset is defined and maintained as an asset
by the existence of legally-enforceable intellectual property protection
rights pertaining to that intellectual property asset;

storing the intellectual property <u>rights</u> asset protection data in an intellectual
property <u>rights</u> asset protection database including a plurality of
intellectual property <u>rights</u> asset protection data records, wherein each
intellectual property <u>rights</u> asset protection data record of the plurality of
intellectual property <u>rights</u> asset protection data records in the intellectual
property <u>rights</u> asset protection database corresponds to at least one
intellectual property <u>rights</u> asset;

providing intellectual property <u>rights</u> asset protection data from at least one
intellectual property <u>rights</u> asset protection data record in the intellectual
property <u>rights</u> asset protection database <u>for at least one intellectual
property rights asset</u> to an intellectual property marketing opportunity
scoring system; and

determining, utilizing a computer system of the intellectual property marketing
opportunity scoring system, an intellectual property ~~licensing rights~~
marketing opportunity score <u>for the intellectual property rights asset for
prioritization of marketing opportunities among the plurality of intellectual
property rights assets</u>, including

determining a market potential assessment corresponding to the at
least one intellectual property <u>rights</u> asset protection data
record from the intellectual property <u>rights</u> asset protection
database for ~~licensing rights for~~ the intellectual property
<u>rights</u> asset,

determining a marketing project timeframe assessment
corresponding to the at least one intellectual property <u>rights</u>
asset protection data record from the intellectual property

rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset,

determining a projected revenue potential assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset,

determining a competitive threat assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset, and

determining a marketing opportunity assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset based at least in part on the determined market potential assessment, the marketing project timeframe assessment, the projected revenue potential assessment, and the competitive threat assessment.

12.   (Currently Amended) The method of claim 11, the method further comprising:

determining an intangible value assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset,

wherein the marketing opportunity assessment corresponding to the at least one intellectual property rights asset protection data record from the intellectual property rights asset protection database for ~~licensing rights for~~ the intellectual property rights asset is further based at least in part on the determined intangible value assessment.

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13. (Currently Amended) The method of claim 11, the method further comprising determining that ~~licensing rights for~~ the intellectual property <u>rights</u> asset ~~are~~ <u>is</u> to be marketed when the marketing opportunity assessment satisfies a predetermined threshold.

14. (Currently Amended) The method of claim 11, wherein the determining a marketing potential assessment ~~step~~ further includes determining a<u>n intellectual property rights</u> product viability assessment.

15. (Currently Amended) The method of claim 11, wherein the determining a marketing project timeframe assessment ~~step~~ further includes determining a<u>n intellectual property rights</u> product marketing readiness assessment.

16. (Currently Amended) The method of claim 11, wherein the determining a projected revenue potential assessment ~~step~~ further includes determining a projected total anticipated revenue assessment.

17-34. (Cancelled)

35. (Currently Amended) A computer-readable medium containing a program for use in a computer for determining whether to market ~~licensing rights for~~ an intellectual property <u>rights</u> asset, the program comprising ~~the steps of~~:

receiving intellectual property <u>rights</u> asset protection data, wherein the intellectual property <u>rights</u> asset protection data includes protection data corresponding to a plurality of intellectual property <u>rights</u> assets, wherein each intellectual property <u>rights</u> asset is defined and maintained as an asset by the existence of legally-enforceable intellectual property protection rights pertaining to that intellectual property <u>rights</u> asset;

storing the intellectual property <u>rights</u> asset protection data in an intellectual property <u>rights</u> asset protection database including a plurality of

intellectual property ~~rights~~ asset protection data records, wherein each
intellectual property ~~rights~~ asset protection data record of the plurality of
intellectual property ~~rights~~ asset protection data records in the intellectual
property ~~rights~~ asset protection database corresponds to at least one
intellectual property ~~rights~~ asset;

providing intellectual property ~~rights~~ asset protection data from at least one
intellectual property ~~rights~~ asset protection data record in the intellectual
property ~~rights~~ asset protection database ~~for at least one intellectual
property asset~~ to an intellectual property marketing opportunity scoring
system; and

determining by the intellectual property marketing opportunity scoring system an
intellectual property ~~licensing rights~~ marketing opportunity score ~~for the
intellectual property rights asset for prioritization of marketing
opportunities among the plurality of intellectual property rights assets,~~
wherein the determining includes generating an assessment of the
marketability of ~~licensing rights for at least one~~ ~~the~~ intellectual property
~~rights~~ asset corresponding to the at least one intellectual property ~~rights~~
asset protection data record from the intellectual property ~~rights~~ asset
protection database, based at least in part on the intellectual property ~~rights~~
asset protection data and on a criterion, wherein the criterion includes
whether marketing the ~~licensing rights of the~~ intellectual property ~~rights~~
asset to a ~~licensing rights~~ customer will have a non-royalty impact on a
marketer of the ~~licensing rights of the~~ intellectual property ~~rights~~ asset,
wherein the determining of the intellectual property ~~licensing rights~~
marketing opportunity score includes a comparative analysis of
information from a database of historical data regarding valuations of at
least one other intellectual property ~~rights~~ asset.

36. (Currently Amended) The computer-readable medium of claim 35, wherein the
criterion includes whether marketing the ~~licensing rights of the~~ intellectual
property ~~rights~~ asset to a~~n intellectual property~~ ~~licensing rights~~ customer

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will give the customer a competitive advantage over the marketer of the ~~licensing rights of the~~ intellectual property <u>rights</u> asset.

37. (Currently Amended) The computer-readable medium of claim 35, wherein the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property <u>rights</u> asset to a<u>n intellectual property</u> ~~licensing rights~~ customer will increase a potential for future commercially advantageous transactions by the marketer of the ~~licensing rights~~ <u>intellectual property rights asset</u> with the customer.

38. (Currently Amended) The computer-readable medium of claim 35, wherein the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property <u>rights</u> asset to a<u>n intellectual property</u> ~~licensing rights~~ customer will foster internal organizational relations.

39. (Currently Amended) The computer-readable medium of claim 35, the program further comprising ~~the step of~~:
    determining that the ~~licensing rights of the~~ intellectual property <u>rights</u> asset ~~are~~ <u>is</u> to be marketed when the generated assessment satisfies a predetermined threshold.

40. (Currently Amended) The computer-readable medium of claim 35, the program further comprising ~~the step of~~:
    determining that the ~~licensing rights of the~~ intellectual property <u>rights</u> asset ~~are~~ <u>is</u> to be marketed based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of ~~licensing rights of~~ other intellectual property <u>rights</u> assets.

41. (Currently Amended) A method for determining whether to market ~~licensing rights of~~ an intellectual property <u>rights</u> asset, the method comprising ~~the steps of~~:

receiving intellectual property <u>rights</u> asset protection data, wherein the intellectual

    property <u>rights</u> asset protection data includes protection data

    corresponding to a plurality of intellectual property <u>rights</u> assets, wherein

    each intellectual property <u>rights</u> asset is defined and maintained as an asset

    by the existence of legally-enforceable intellectual property protection

    rights pertaining to that intellectual property <u>rights</u> asset;

storing the intellectual property <u>rights</u> asset protection data in an intellectual

    property <u>rights</u> asset protection database including a plurality of

    intellectual property <u>rights</u> asset protection data records, wherein each

    intellectual property <u>rights</u> asset protection data record of the plurality of

    intellectual property <u>rights</u> asset protection data records in the intellectual

    property <u>rights</u> asset protection database corresponds to at least one

    intellectual property <u>rights</u> asset;

providing intellectual property <u>rights</u> asset protection data from at least one

    intellectual property <u>rights</u> asset protection data record in the intellectual

    property asset <u>rights</u> protection database <u>for at least one intellectual</u>

    <u>property rights asset</u> to an intellectual property marketing opportunity

    scoring system; and

generating, utilizing a computer system of the intellectual property marketing

    opportunity scoring system, an intellectual property ~~licensing rights~~

    marketing opportunity score <u>for the intellectual property rights asset for</u>

    <u>prioritization of marketing opportunities among the plurality of intellectual</u>

    <u>property rights assets</u>, including generating an assessment of the

    marketability of the ~~licensing rights of~~ at least one intellectual property

    <u>rights</u> asset corresponding to the at least one intellectual property <u>rights</u>

    asset protection data record from the intellectual property <u>rights</u> asset

    protection database based at least in part on the intellectual property <u>rights</u>

    asset protection data and on a criterion, wherein the criterion includes

    whether marketing the ~~licensing rights of the~~ intellectual property <u>rights</u>

    asset to a<u>n intellectual property</u> ~~licensing rights~~ customer will have a non-

royalty impact on a marketer of the ~~licensing rights of the~~ intellectual property <u>rights</u> asset.

42. (Currently Amended) The method of claim 41, wherein

the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property <u>rights</u> asset to the ~~licensing rights~~ <u>intellectual property</u> customer will give the ~~licensing rights~~ <u>intellectual property</u> customer a competitive advantage over the marketer of the ~~licensing rights of the~~ intellectual property <u>rights</u> asset.

43. (Currently Amended) The method of claim 41, wherein

the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property <u>rights</u> asset to the ~~licensing rights~~ <u>intellectual property</u> customer will increase a potential for future commercially advantageous transactions by the marketer with the ~~licensing rights~~ <u>intellectual property</u> customer.

44. (Currently Amended) The method of claim 41, wherein the criterion includes whether marketing the ~~licensing rights of the~~ intellectual property <u>rights</u> asset to a<u>n intellectual property</u> ~~licensing rights~~ customer will foster internal organizational relations.

45. (Currently Amended) The method of claim 41, wherein

the criterion includes a protection status associated with the intellectual property <u>rights</u> asset.

46. (Currently Amended) The method of claim 41, the method further comprising ~~the step of~~:

determining that the ~~licensing rights of the~~ intellectual property <u>rights</u> asset ~~are~~ <u>is</u> to be marketed when the generated assessment satisfies a predetermined threshold.

47. (Currently Amended) The method of claim 41, the method further comprising ~~the step of~~:

determining that the ~~licensing rights of the~~ intellectual property <u>rights</u> asset ~~are~~ <u>is</u> to be marketed based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of ~~licensing rights of~~ other intellectual property <u>rights</u> assets.

48.   (Currently Amended) A computer-readable medium containing a program for use with a computer for determining whether to market ~~licensing rights of~~ an intellectual property <u>rights</u> asset, the program comprising ~~the steps of~~:

receiving intellectual property <u>rights</u> asset protection data, wherein the intellectual property <u>rights</u> asset protection data includes protection data corresponding to a plurality of intellectual property <u>rights</u> assets, wherein each intellectual property <u>rights</u> asset is defined and maintained as an asset by the existence of legally-enforceable intellectual property protection rights pertaining to that intellectual property <u>rights</u> asset;

storing the intellectual property <u>rights</u> asset protection data in an intellectual property <u>rights</u> asset protection database including a plurality of intellectual property <u>rights</u> asset protection data records, wherein each intellectual property <u>rights</u> asset protection data record of the plurality of intellectual property <u>rights</u> asset protection data records in the intellectual property asset <u>rights</u> protection database corresponds to at least one intellectual property <u>rights</u> asset;

providing intellectual property <u>rights</u> asset protection data from at least one intellectual property <u>rights</u> asset protection data record in the intellectual property <u>rights</u> asset protection database <u>for at least one intellectual property rights asset</u> to an intellectual property marketing opportunity scoring system; and

determining an intellectual property ~~licensing rights~~ marketing opportunity score <u>for the intellectual property rights</u> asset <u>for prioritization of marketing opportunities among the plurality of intellectual property rights</u> assets, including

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determining a market potential assessment corresponding to the at least one intellectual property ~~rights~~ asset protection data record from the intellectual property ~~rights~~ asset protection database for ~~licensing rights for~~ the intellectual property ~~rights~~ asset,

determining a marketing project timeframe assessment corresponding to the at least one intellectual property ~~rights~~ asset protection data record from the intellectual property ~~rights~~ asset protection database for ~~licensing rights for~~ the intellectual property ~~rights~~ asset,

determining a projected revenue potential assessment corresponding to the at least one intellectual property ~~rights~~ asset protection data record from the intellectual property ~~rights~~ asset protection database for ~~licensing rights for~~ the intellectual property ~~rights~~ asset,

determining a competitive threat assessment corresponding to the at least one intellectual property ~~rights~~ asset protection data record from the intellectual property ~~rights~~ asset protection database for ~~licensing rights for~~ the intellectual property ~~rights~~ asset, and

determining a marketing opportunity assessment corresponding to the at least one intellectual property ~~rights~~ asset protection data record from the intellectual property ~~rights~~ asset protection database for ~~licensing rights for~~ the intellectual property ~~rights~~ asset based at least in part on the determined market potential assessment, the marketing project timeframe assessment, the projected revenue potential assessment, and the competitive threat assessment.

49.   (Currently Amended) The computer-readable medium of claim 48, the program further comprising ~~the steps of~~:

determining an intangible value assessment corresponding to the at least one
intellectual property ~~rights~~ asset protection data record from the
intellectual property ~~rights~~ asset protection database for ~~licensing rights~~
~~for~~ the intellectual property ~~rights~~ asset,

wherein the marketing opportunity assessment for the ~~licensing rights for the~~
intellectual property ~~rights~~ asset is further based at least in part on the
determined intangible value assessment.

50.   (Currently Amended) The computer-readable medium of claim 48, the program further
comprising ~~the step of~~ determining that the ~~licensing rights of the~~ intellectual property
~~rights~~ asset ~~are~~ is to be marketed when the marketing opportunity assessment satisfies a
predetermined threshold.

51.   (Previously Presented) The computer-readable medium of claim 48, wherein the
marketing potential assessment includes a product viability assessment.

52.   (Previously Presented) The computer-readable medium of claim 48, wherein the
marketing project timeframe assessment includes a product marketing readiness
assessment.

53.   (Previously Presented) The computer-readable medium of claim 48, wherein the
projected revenue potential assessment includes a projected total anticipated revenue
assessment.

54.   (Previously Presented) The computer-readable medium of claim 48, wherein the
marketing criterion is selected from the group consisting of a marketing viability
criterion, a potential customer criterion, a competitive criterion, a market potential
criterion, a development criterion, an ownership criterion, a patent status criterion, an
interested customer criterion, a deal complexity criterion, a time to closing criterion, a
competitive advantage criterion, a future deals criterion, a customer relationship criterion,
an internal political criterion, and a public relations criterion.